

TITLE PAGE.

"NEVER AGAIN" ✓ ©CIL 20571 ✓

SEP 15 1924 ✓

A Photoplay in 2 reels. ✓

Directed by AL St JOHN. ✓

Author of Photoplay REEL COMEDIES INC. U S A.

P R E S S S H E E T

Tuxedo Comedies

SEP 15 1924



Written and Directed by Al St. John



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

AL ST. JOHN'S POPULARITY DUE TO HIS INDIVIDUALITY

Acrobatic Comedian Has Large Following Through Years of Clever Work

Al St. John's large following and popularity are due to the same qualities which characterize the most famous comedians on the screen—individuality and originality.

St. John is perhaps the best acrobatic comedian on the screen, and "Never Again," written and directed by this star, provides him with material for his unique abilities as good as that in his first Tuxedo Comedy, "His First Car."

St. John has been before the public for many years in well known comedy brands. He received his early training with Sennett where he appeared with Fatty Arbuckle, Mabel Normand and other well known comedians, and has just completed a long contract with one of the largest distributors. He has earned his popularity through clever and consistent work over a period of years.

His supporting cast in "Never Again" includes Doris Deane, Blanche Payson and George Davis, all of whom appeared in "His First Car," and John Sinclair.

The Story

Al and Blanche are sitting in the park with their baby when Blanche suddenly remembers that she has left the hot water heater going at home and is afraid it will blow up.

After Blanche runs madly off towards home, Al commences flirting with the various girls who frequent the park. In "lovers' lane" he spends several minutes showing his acrobatic prowess before a beautiful girl. However, it is love's labor lost, for the girl has been blind as a bat since birth.

During all this love making, a motion picture camera man has been taking pictures in the park. The last scene that he takes is Al getting a terrific beating from the irate husband of a beautiful girl in black. The husband chases Al into the park lake where he escapes with only one black eye.

When Al's wife returns she asks him how he got the black eye. Al thereupon relates how he saved a poor orphan girl from a gang of bandits by fighting against terrific odds and carrying the girl through almost unbelievable perils. This tale completely squares Al with his wife for the black eye.

But that night at the theatre, Blanche and her husband and a party of friends see the pictures taken in the park when they are flashed on the screen. Al's duplicity is revealed in all its heart-breaking horror and his wife immediately jumps upon him and gives him another trouncing. The girl he flirted with in the park is there with her husband and he finishes the job by putting Al's other eye in mourning.

Al swears off flirting—until the next time.



AL
ST. JOHN
IN
EDUCATIONAL
TUXEDO COMEDIES

For Electro Order No. 3289-E
For Mat (Free) Order No. 3289-M

WHAT OTHERS SAY About Recent Tuxedo Comedies

"No Loafing — (Educational-Tuxedo) Our house was kept in an uproar by this comedy. It's a real comedy, very thrilling and funnier than anything we have run."

Fred Holzapfel, Broadway Theatre,
Minneapolis, Minn.

WHO'S WHO in "Never Again"

Al.....AL ST. JOHN
Blanche.....Blanche Payson
The Husky Husband.....

John Sinclair

The Pretty Wife.....Doris Deane
The Cop.....George Davis

Written and Directed by
AL ST. JOHN

SHOW-WINDOWS

"A bird in the hand," says the old adage, "is worth two in the bush." Rewritten, with the problems of the present day motion picture exhibitor, it might have said: "A one-sheet in front of the theatre is worth a twenty-four sheet on the exchange shelves."

Accessories on these two-reel comedies are mighty useful aids in increasing attendance, but they can't do the trick for you if they are in the exchange. Get them and put them to work in front of your theatre, in the lobby frames and on your screen.

The public has become "shoppers" looking for the most for their money, in entertainment as well as merchandise. Dress up the show-windows of your establishment—your lobby and poster-frames—with advertisements of the wares you are offering and you are using the same method the successful merchant does in meeting the "shopping instinct" in humanity.

PARAGRAPHS For Your Program

In addition to the feature—Al St. John in his latest Tuxedo Comedy, "Never Again"—a half-hour of laughter.

* * *
Added Attraction—Two reels of mighty good comedy. "Never Again" with that popular star, Al St. John.

* * *
Treat yourself to a good laugh—See Al St. John in his new Tuxedo Comedy, "Never Again," you'll enjoy every minute of it.

* * *
A laugh a minute guaranteed in the new Educational-Tuxedo Comedy "Never Again" with that popular star, Al St. John.

* * *
A good laugh each day keeps the doctor away. Get your daily share by seeing Al St. John in "Never Again," a crackerjack Educational-Tuxedo Comedy.

**TUXEDO STAR'S
NEW COMEDY HAS
MIRTH AND MORAL**

**Al St. John in "Never
Again" Furnishes
Clever Fun**

(Newspaper review for use after showing
of picture)

There's a moral as well as a lot of good comedy attached to Al St. John's new Educational-Tuxedo Comedy, "Never Again," which is now showing at the Theatre. The moral is "Don't Flirt—if your wife is bigger than you are" and the comedy lays in the manner in which Al St. John and his company have brought out the lesson.

Al is cast as a young husband of a particularly formidable looking woman. He is of flirtatious disposition but the best his efforts bring him is a severe beating and a black eye at the hands of an irate husband. Al explains his condition to his wife by means of a highly colored tale of bandits and a thrilling rescue and wife believes him until she sees the escapade pictured on the screen in a "Daily Doings" reel which has secretly photographed the entire proceeding.

Mrs. Al then swings her hefty fist and makes Al's black eye twins. The comedy comes in in the clever and original gags and action with which the comedy is filled. The moral is self evident.

Blanche Payson, Doris Deane, George Davis and John Sinclair are in the cast. The picture was written and directed personally by Al St. John.

**AL ST. JOHN IN
"NEVER AGAIN"**

(Newspaper review for use after showing
of picture)

In addition to the feature attraction, the Theatre is offering Al St. John in two reels of clever fun in "Never Again," an Educational-Tuxedo comedy, the second picture for this organization in which this popular star has appeared.

St. John is known to most theatre goers through his years of appearance in short comedies. He is of the acrobatic type of comedian and enlivens his pictures with some surprising stunts in this line as well as with a number of exceptionally clever and well executed comedy "gags."

St. John is supported by Blanche Payson, Doris Deane, George Davis and John Sinclair. "Never Again" was written and directed by the star.

**"COMEDY STAR MUST BE BORN
TO TASK," SAYS AL ST. JOHN**



**AL ST. JOHN
in
"NEVER AGAIN"**

For Electro Order No. 3304-E
For Mat (Free) Order No. 3304-M

**BLANCHE PAYSON
WITH AL ST. JOHN**

(Prepared as advance publicity story)

Blanche Payson, the tallest woman on the screen, is now playing with Al St. John in Educational-Tuxedo Comedies. The latest picture in which this pair appear is "Never Again," which will be at the Theatre

Blanche is six feet, three inches in height and weighs 205 lbs and enjoys the reputation of being the only woman comedy "heavy" in pictures. She is usually cast as the brow-beating, bullying wife of a much henpecked man and she has a similar character in "Never Again" where she appears as the domineering better half of St. John, who is inclined to flirt with all the girls in the park. She makes an admirable foil for St. John, who is of medium height and weight.

**Training Less Valuable
Than Intuition, Says
Director-Star**

(Prepared as advance publicity story)

Al St. John, who is appearing in the Educational-Tuxedo Comedy "Never Again" at the Theatre believes that the comedy director or star is born to his task and that no amount of training or experience will fit him for it unless he instinctively recognizes laugh-making situations or action.

"Comedy," says St. John, who is writing and directing his latest pictures, "especially motion picture comedy, is one of the hardest of the arts. Dramatic situations, pathos or thrilling situations can be registered in the stage drama, or humor injected into the stage comedy by means of the spoken word, but in the motion picture comedy the star or director can not use this valuable aid. He must register his laughs entirely by the use of pantomime. In screen dramas the pathos or drama is injected through the story or plot which creates a situation, but in fast moving screen comedy, the plot is usually so slight that the comedian is robbed of even this help. He can not, like the vaudeville actor, try his act before an audience and judge from the reception whether or not it is good; he must know before he spends time and money, that his material is funny. Such knowledge comes more through intuition than through training."

**FUNNY FALLING
FAR FROM EASY**

(Prepared as advance publicity story)

Falling off a log isn't as simple as the old saying might lead one to believe, states Al St. John, popular comedy star whose latest picture, the Educational-Tuxedo Comedy, "Never Again," will be at the Theatre

"My father used to say that certain things were 'as easy as falling off a log,'" says the young comedian. "Perhaps accidentally falling off a log was easy—but falling purposely—and comically—is one of the hardest things a comedian has to learn. It combines a high grade of acrobatics and there is something about falling, especially falling backward—that requires plenty of 'nerve,' and until the comedian can overcome his natural fear of being hurt and fall naturally, his falls are never funny or convincing."

ADVERTISING IS THE ONLY PASSPORT TO SUCCESS IN THEATRICAL BUSINESS

There is no royal road to success in the theatrical business.

Every magnate in the exhibiting industry has built up his business by hard work, consistent plugging and advertising. He has mastered the art of showmanship and salesmanship at the school of experience and hard knocks. The greatest lesson he has learned is the fundamental one of all successful businesses and that is "It pays to advertise!"

Barnum took the circus and transformed it from a wandering troupe of performers struggling through the country, a relic of the old wandering minstrels and entertainers of medieval days, into a national institution. Hard work and advertising—plenty of it and then some—were the methods he used and every real showman since his day has made his success by following the same methods.

Advertising is the breath of life to successful showmanship. You've got a problem differing from any

other merchandising proposition. You've got to sell your customers over again with every change of program. You've got to reach them quickly and effectively with your sales message. You've got to get masses of people "sold" immediately and the most effective way is that method which will reach the largest number of people in the shortest time.

Your comedy on the bill ranks in importance with the features as a business getter. It has a tremendous appeal to everyone and is a powerful box-office attraction when advertised. Give it its share of your advertising and you give it a chance to sell tickets at the box office as well as to entertain and amuse your patrons after they are in your theatre.

The little cuts illustrated below are available at your exchange. They have been prepared especially for your use in newspaper advertising and can be secured in either electro or mat form. The mats are free.



One Column by One Inch "Ad" Cut
For Electro Order No. 3305-E
For Mat (Free) Order No. 3305-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3306-E
For Mat (Free) Order No. 3306-M

For Three Column Cut on First Page Order
Electro No. 3307-E
Mat No. 3307-M

ACCESSORIES

* * *

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets

Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch (Newspaper) "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

Al St. John in two snappy reels of high class comedy, "Never Again."

* * *

Al St. John and a big cast in "Never Again," two reels of excellent comedy.

* * *

Two hilarious reels of fun in the latest Tuxedo Comedy, "Never Again," with Al St. John.

* * *

Another of those clever Tuxedo Comedies with Al St. John—"Never Again,"—Two reels of high class fun.

* * *

Written and directed by Al St. John personally—His latest Tuxedo Comedy, "Never Again"—You know it'll be good!

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